

REQUEST FOR PROPOSALS -FINAL

OLDTOWN MALL AREA MASTER PLAN

RFP Issue Date: 9-7-07

Proposals Due: 10-5-07

**Issued by the Department of Planning
On behalf of the Mayor and City Council of Baltimore**

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Accompanying Information:

- Exhibit A – Oldtown Mall Feasibility Study and Location Map
- Exhibit B – Gay Street Rezoning
- Exhibit C – Gay Street Re-Opening
- Exhibit D – Oldtown Mall Urban Renewal Ordinance/Plan

I. PLAN AREA

The Oldtown Master Plan area is bounded by East Madison Street on the north, North Broadway on the east, East Fayette on the south, and The Fallsway (I-83) on the west. The plan area encompasses Oldtown Mall, Somerset Homes, Douglass Homes, Pleasant View Gardens, Sojourner Douglass College, Dunbar School campus, and concludes at the border of the Johns Hopkins Campus. The western end of the study area includes the parking and quasi-industrial area between the Oldtown Mall and the Jones Falls Expressway (JFX).

The study area includes Oldtown Urban Renewal Plan (URP), but most likely the URP will be later amended to include the entire plan area. (See Exhibit A, Oldtown Mall Feasibility Study).

II. PURPOSE OF THE PLAN

The City of Baltimore Department of Planning, on behalf of the Mayor and City Council of Baltimore (the “City”), seeks proposals for consultant team to develop an Area Master Plan (AMP) in accordance with objectives and goals as stated herein.

The City aims to identify and define the organizing principles necessary to guide the redevelopment of the district to:

- To create a unique livable community that blends mixed - income housing, commercial and public open space with quality design, improved circulation of street networks, and public gathering spaces through the analysis of current and future land use, market analysis, and zoning recommendations.
- Create new housing opportunities for a diversity of housing types in conjunction with the Housing Authority of Baltimore City that will enhance and blend with the existing residential neighborhood, encourage neighborhood investment and pride, and enhance the quality of life throughout the area.
- To upgrade the commercial center (Oldtown Mall) and other uses to enhance and serve the needs of local residents preferably through mixed use development.
- To ensure the commercial mix will meet the market demand and enhance the greater community through market analysis and high quality design.
- To identify sufficient public and private open space areas throughout the neighborhood that are essential elements of community life and “sense of place” and to provide public connections through streets and sidewalks within the neighborhood.
- To identify potential expansion sites for Sojourner Douglas College Campus, and evaluate their potential to enhance the identity of the College as well as compliment the overall mixed use character of the district.
- To identify roadway and transportation related improvements necessary to support the mixed use character of the development.
- To identify historic (Stirling Street) and cultural assets within the community and develop their identity in a manner that allows them to serve as anchors for the proposed redevelopment.

III. PLANNING PROCESS

- A. Baltimore City Department of Planning is currently in the process of identifying project stakeholders for the study. These stakeholders represent a multitude of perspectives and include local residents, residents of HABC owned properties, institutional leadership, private development interests, and Baltimore City Agencies. Department of Planning with input from the consultant will assemble a Steering Committee to assist in assembling and directing community input. The master planning process must include all identified community stakeholders and leaders which will be part of the plan's Steering Committee.
- B. The planning process must be conducted as and remain a public process through community workshops and focus group meetings.
- C. The consultant, in conjunction with Baltimore City Department of Planning, will determine the goals and objectives of the Master Plan from input from the Steering Committee.
- D. The process should take into consideration recent planning efforts by the Baltimore Development Corporation (BDC) for Oldtown Mall, and work in conjunction with BDC in this process.
- E. The firm will conduct interviews with key stakeholder groups to establish programmatic needs, organizational objectives and desires. The firm/consultant will perform a market analysis to determine the viability of housing and commercial needs.
- F. Project is anticipated to commence on November 1, 2007. There will be a minimum of four themed public meetings consisting of kick-off, formation of ideas, and identifying strategies and actions. These meetings will occur on an approximately monthly basis. Final plan will be delivered within 6-8 months of start date.
- G. The firm/consultant will gather all previous information and formulate multiple development alternatives for the plan area.
- H. The draft plan will be sent out for public review and comment.
- I. Under direction from Baltimore City Department of Planning, The consultant will be responsible for incorporating feedback from the public comment and review period into a final plan document.
- J. The final plan will be incorporated into a presentation to the Baltimore City's Planning Commission for adoption.

DELIVERABLES

Firms are required to submit the following information in sufficient detail to enable the Department of Planning to give consideration to the proposal. Such information should include, but not necessarily be limited to:

- A. **Team and Qualifications.** Detailed narrative statement describing the previous experience of the respondent and project team, especially with regard to projects that are relevant to the master plan proposed and emphasizing aspects in which the firm/consultant's qualifications are believed to be exceptional or unique. Resumes of the project team, including, if applicable, planners, architects, economists, engineers of all appropriate disciplines and any third party contractors. Resumes should include a description of experience.

- B. **Community Consensus Building.** A written description of community consensus building process. The community should include a diversity of stakeholders such as property owners, residents, institutions and others
- C. **Experience with previous projects.** Three examples of Community Master Plans produced in the last five years, preferably for urban areas and any relevant economic and or marker analysis undertaken by the respondent.
- D. **References.** Letters from previous or current clients describing satisfaction of the product.
- E. **Master Plan Schedule.** A schedule/timeline of the entire master planning process including but not limited to, important dates, meetings, preparation time etc.. from start to finish.
- F. **Cost proposal.** Breakdown of costs related to master planning process including all sub-consultants.

VI. INTERVIEW AND EVALUATION PROCEDURES

- **Review/Advisory Panel.** The Department of Planning will organize a review or advisory panel to evaluate the proposals which includes conducting interviews of the potential firm/consultant. The panel could include members of the Department of Planning Director and/or staff, Baltimore Development Corporation, and possibly representatives from other city and state agencies, community representatives, stakeholders and experts.
- **Master Plan Oversight.** The selected firm/consultant will agree to the review and guidance of the Department of Planning in the preparation of plans, meetings, review of Urban Renewal Plan, and other applicable codes and ordinances of the City of Baltimore.

VIII. SCHEDULE OF EVENTS:

Issue Date: 9-7-07
 Proposals Due: 10-5-07
 Interview: 10-5-07 to TBD
 Anticipated Award Date by Board of Estimates: TBD

Please note above dates and times are subject to change

IX. RIGHTS RESERVED AND ADMINISTRATIVE INFORMATION

A. Rights Reserved By the Department of Planning

- Should it become necessary to revise any part of this RFP, provide additional information necessary to adequately interpret provisions and requirements of this RFP, or respond to written inquiries concerning the RFP, the Department of Planning reserves the right to issue an Addendum to the RFP to all respondents who received the initial RFP.
- The Department of Planning reserves the right to extend the Due Date by a reasonable time.

- Department of Planning reserves the right to request additional information from any or all prospective firm/consultants, if necessary, to clarify that which is contained in the proposals.

THE FOLLOWING DOCUMENTS WILL BE PROVIDED.

Exhibits follow. These exhibits are for information purposes only and bind neither City nor the Department of Planning.

Exhibit A – Oldtown Mall Feasibility Study and Location Map

Exhibit B – Gay Street Rezoning

Exhibit C – Oldtown Mall Urban Renewal Ordinance/Plan

Exhibit D – Historic Districts and Descriptions

END OF RFP DOCUMENT